

<b>Station</b>	WPGH-TV PITTSBURGH, PA	<b>Agency</b>	( ) NATIONAL MEDIA RESEARCH PLANNING	<b>Rep Firm</b>	
<b>Advertiser</b>	( ) POLITICAL ISSUE GROU		815 SLATERS LANE	<b>Sales Office</b>	( ) WASHINGTON
<b>Product</b>	NRCC IE 2012		ALEXANDRIA, VA 22314	<b>Salesperson</b>	( ) KATHRYN SARDINSKY
<b>Estimate#</b>	3184	<b>Agency C/P1/P2/E</b>	155/426/3184		
<b>Buyer</b>	Ben Angle	<b>Flight Dates</b>	09/12/2012 - 09/16/2012	<b>Salesperson Phone#</b>	202-955-5342
<b>Phone#</b>		<b>Hiatus Weeks</b>		<b>Salesperson FAX#</b>	
<b>Fax#</b>					

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	09/12-09/12	630P-7P	TWO & HALF MEN	:30	\$800.00	W	1	1	1	\$800.00
Rating: 3.2										
2	09/13-09/13	630P-7P	TWO & HALF MEN	:30	\$800.00	TH	1	1	1	\$800.00
Rating: 3.2										
3	09/14-09/14	630P-7P	TWO & HALF MEN	:30	\$800.00	F	1	1	1	\$800.00
Rating: 3.2										
4	09/12-09/12	730P-8P	TWO&HALF MEN B<	:30	\$1,000.00	W	1	1	1	\$1,000.00
Rating: 3.6										
5	09/13-09/13	730P-8P	TWO&HALF MEN B<	:30	\$1,000.00	TH	1	1	1	\$1,000.00
Rating: 3.6										
6	09/14-09/14	730P-8P	TWO&HALF MEN B<	:30	\$1,000.00	F	1	1	1	\$1,000.00
Rating: 3.6										
7	09/12-09/12	8P-10P	X-FACTOR	:30	\$3,000.00	W	1	1	1	\$3,000.00
Rating: 7.0										
8	09/15-09/15	8P-11P	PAC12 FOOTBALL	:30	\$1,000.00	SA	1	1	1	\$1,000.00
Rating: 2.2										
9	09/12-09/12	10P-11P	CH11NW-FX53@1030	:30	\$900.00	W	1	1	1	\$900.00
Rating: 2.3										

Station WPGH-TV PITTSBURGH, PA

Advertiser ( ) POLITICAL ISSUE GROU

Product NRCC IE 2012

Estimate# 3184

Buyer Ben Angle

Phone#

Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING

815 SLATERS LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/3184

Flight Dates 09/12/2012 - 09/16/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

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Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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10	09/13-09/13	10P-11P	CH11NW-FX53@1030	:30	\$900.00	TH	1	1	1	\$900.00
Rating: 2.3										
11	09/14-09/14	10P-11P	CH11NW-FX53@1030	:30	\$900.00	F	1	1	1	\$900.00
Rating: 2.3										
12	09/15-09/15	330P-7P	MLB	:30	\$300.00	SA	2	1	2	\$600.00
13	09/12-09/14	11P-1130P	SEINFELD	:30	\$300.00	W-F	2	1	2	\$600.00
14	09/12-09/14	1130P-12A	30 ROCK	:30	\$200.00	W-F	1	1	1	\$200.00

---REPORT TOTALS---

Report Totals: 16 / \$13,500.00

---SALES MONTHLY TOTALS---

Sep 12: 16 / \$13,500.00  
Sales Totals: 16 / \$13,500.00  
Station Totals: 16 / \$13,500.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$103,846	CABL	0%	KDKA	40%	UNKN	0%	WPCW	5%	WPGH	13%
		WPMY	2%	WPXI	20%	WTAE	20%				

Books null  
Demos RA3564